

# USA Today

## June 4, 1996

**SAVING THE EARTH. SAVING YOUR MONEY.**

**SPECIAL ENVIRONMENTAL ADVERTISEMENT**

## SAVING THE EARTH. SAVING YOUR MONEY.

**EPA Recognizes 'ENERGY STARS'**

A U.S. Environmental Protection Agency (EPA) national conference in Washington, DC, this week will celebrate the environmental accomplishments of businesses, universities, hospitals and local governments which have voluntarily changed the way they do business to help the environment by consuming less energy. These ENERGY STAR program participants help to promote energy-efficient technologies and strengthen U.S. markets for environmentally friendly technology. Many of them are also being honored for going above and beyond their commitments as participants in Green Lights and EPA's other ENERGY STAR programs.

- Number of participants in Green Lights and Energy Star programs, including small and large businesses, schools, hospitals, and government agencies: **over 2,500.**
- Energy saved by U.S. businesses and consumers using energy-efficient products: **over \$400 million.**
- Energy saved by U.S. businesses and consumers using energy-efficient products: **over \$400 million.**
- Number of homes powered for one year by the saved electricity: **1 million.**
- Tagline dollars already saved by public schools, hospitals, and other government institutions upgrading to energy-efficient technologies: **over \$100 million.**
- Energy saved by U.S. businesses and consumers using energy-efficient products: **over \$400 million.**
- Number of homes powered for one year by the saved electricity: **1 million.**

**The ENERGY STAR Story**

Every day you use home, office, and building equipment without thinking about the electricity needed to power it. People across the country are doing the same thing. Your actions affect more than just your electric bill—they influence our environment, our energy, and our overall quality of life. What you may not realize is the effect wasted energy has on the environment. Power plants create pollution when fossil fuels, natural gas, and other elements are burned to generate electricity. This contributes to harmful environmental effects such as acid rain, ozone, and global climate change. Not only is our environment affected, our nation's wallet is too. Every year, American businesses spend approximately \$70 billion to operate commercial buildings, \$20 billion of which could be saved through the use of energy-efficient building technologies.

To help curb the negative effects of climate change, the U.S. Environmental Protection Agency (EPA) has created the ENERGY STAR program—an innovative, nonregulatory partnership that offers cost-effective solutions to environmental problems. These programs, including Green Lights, ENERGY STAR Buildings, ENERGY STAR Office Equipment, ENERGY STAR Homes, ENERGY STAR Small Business, and other ENERGY STAR labeling programs, promote energy efficiency without a sacrifice in product quality.

**Changing your Lightbulbs, Changing the Nation**

Wherever thought that replacing light fixtures could change the way businesses look at energy consumption? That's just what the Green Lights program is doing for more than 2,000 corporations, hospitals, universities, schools, hotels, and other businesses. Through the installation of energy-efficient lighting technologies, participants use lighting as an opportunity for investment and savings, rather than as a fixed overhead cost. If Green Lights were fully implemented in all facility space in the U.S., it could reduce the nation's electric bill by \$12 billion per year, a savings of \$45 for every person in America.

This idea carries over into the ENERGY STAR Buildings program, in which participants reduce energy costs required to operate buildings by using energy-efficient lighting, heating, cooling and ventilation equipment. If ENERGY STAR Buildings were fully implemented in commercial U.S. buildings, it could prevent the release of 50 billion pounds of carbon dioxide—the same as planting 116 million acres of trees.

**Office Equipment Can Save Energy by Doing Nothing At All**

ENERGY STAR Office Equipment achieves the ultimate goal: money for nothing. Literally. Equipping your home or office with an ENERGY STAR computer, monitor, and laser printer with low-power "sleep" functions can save you as much as \$80 annually in electricity costs. You can increase that savings by adding an ENERGY STAR fax machine or copier. With the touch of a key, or the signal of an incoming fax, ENERGY STAR equipment automatically reduces power.

**Acting Locally Pays Off Globally**

Next time you need new heating and cooling equipment for your home, look for the ENERGY STAR logo. Because American households consume about 20 percent of all energy in the United States, EPA encourages the manufacturing of energy-efficient residential equipment to help reduce energy waste. The ENERGY STAR label currently identifies the following energy-efficient products: furnaces, gas-fired and air-source heat pumps, central air conditioners, and programmable thermostats. Special financing options can help consumers purchase these new products. And if you're shopping for a new home, you can even buy an ENERGY STAR model that, for a small investment cost, will use 30 percent less energy than homes built to the Model Energy Code.

Every day, EPA continues to search for profitable solutions for preventing pollution—solutions that will help create new jobs, encourage economic investment, establish new product markets, and promote innovative energy-efficient technologies. The ENERGY STAR program is helping to lead the way and change how you look at energy.

**1996 Green Lights and ENERGY STAR Award Winners**

**Green Lights Partners of the Year**

Largo Corporation: US Corporation and Westinghouse Electric Corporation; Corporation: Halliburton Corporation; Government: City of Philadelphia, County of San Diego, and State of California; Largo Hospital: The University of Texas M.D. Anderson Cancer Center; Small Hospital: St. Charles Medical Center; Small Corporation: Lery's Markets; Small Business: Colonial Pacific Leasing; University: Massachusetts Institute of Technology and Columbia University

**Green Lights Allies of the Year**

Lighting Distributor: Michael Lighting & Supplies, Inc.; Lighting Management Company: Parke Industries, Inc.; Lighting Manufacturer: Philips Lighting Company; Utility: Southern California Edison

**Green Lights Special Awards**

Sustained Excellence Award: Johnson and Johnson; Certificate of Distinction: Meadowbrook, Goleta Valley Community Hospital, and Target Stores

**ENERGY STAR Office Equipment Partners of the Year**

Office Equipment: Ricoh Corporation, PC Company Computer Corporation, Brother Imaging Electronics Company, Printers; Hewlett-Packard Company; Copiers: Canon USA Inc.; Fax Machines: Pitney Bowes Facsimile Systems

**ENERGY STAR HVAC Equipment Partners of the Year**

Honeywell, Inc. and Address Product Company

**Alto**  
LAMP TECHNOLOGY

Different from the beginning.  
Better in the end.

Join Philips Lighting in supporting  
Mercury Reduction Week

Pollutants avoided: 18.6 million lbs. of carbon dioxide.

Green Lights Lighting Manufacturer: **Alto Philips Lighting Company** knows that marketing Green Lights to its customers makes smart business sense, since lighting upgrades offer them reduced energy costs. Philips has developed and distributed innovative advertising tools to help its distributors promote the Green Lights program to customers. As of February 1996, Philips had upgraded over 2.5 million square feet of its own facility space. Philips is the 1996 Lighting Manufacturer Ally of the Year.

As a Partner in the ENERGY STAR Fax Machine, Copier, and Printer programs,

**People who don't buy a product should benefit from it too.**

*Let's make things better.*

Michael van Dam, Group Product Manager  
Philips Lighting, Somerset, NJ

I'm Michael van Dam, from the Lighting division of Philips Electronics. We've created a fluorescent tube with so little mercury, it meets the U.S. EPA test for "nonhazardous waste." In fact, it's the first fluorescent to meet this EPA standard. In most cases, it means more disposal options and lower disposal costs. And in every case, it means less mercury in the ecosystem. So no matter who buys it, the whole world benefits.

**PHILIPS**

\*The U.S. Environmental Protection Agency (EPA) test, Toxic Leaching Characteristic Procedure (TLCP), cannot test lead and regulations, which may vary. © 1996 Philips Electronics North America Corporation